



STATE OF
IDAHO
U.S.A. | DEPARTMENT OF COMMERCE

Division of International Business



Mark Your Calendars

Take advantage of upcoming domestic and international events that will help you expand your business

Newsletter Highlights

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Idaho Department of Commerce Events

Taiwan International Trade Office Manager Visit

August 31-September 3, 2010

Our Taiwan Trade office manager, Mr. Eddie Yen, will be available to meet with Idaho companies to discuss export strategies, country-specific updates, market trends, and international trade events.

If you are interested in the Taiwan market and you would like to meet with Mr. Yen for a one-on-one consultation, please contact Jennifer Verdon at jennifer.verdon@trade.idaho.gov or (208) 334-2650 ext. 2117.

Mexico International Trade Office Manager Visit

September 7-10, 2010

Our Mexico trade office manager, Mr. Armando Orellana, will be available to meet with Idaho companies to

discuss export strategies, country-specific updates, market trends, and international trade events.

If you are interested in the Mexico market and you would like to meet with Mr. Orellana for a one-on-one consultation, please contact Jake Klossner at jake.klossner@trade.idaho.gov or (208) 334-2650 ext. 2113.

International Trade Shows

Expo CIHAC (Building and Construction)

October 12-16, 2010

Mexico City, Mexico

Expo CIHAC is the premier event in Mexico and Latin America for building and housing, and will be held at Centro Banamex in Mexico City. The show is comprised of the following sub-sectors: building materials, machinery, equipment, hand and power tools, building systems and prefabricated technologies, financial services, real estate, finished houses, insulates, piping etc. Expo CIHAC also includes various technical seminars about the latest challenges and trends of the industry.

For more information, contact Jake Klossner at jake.klossner@trade.idaho.gov or (208) 334-2650 ext. 2113.

Taiwan International Green Industry Show

October 25-28, 2010

Taipei, Taiwan

TIGIS at the Taipei World Trade Center will take place Oct. 25 to 28. Over 250 exhibitors will display their latest "Green Tech" products within the clean energy, green environment, and water technology sectors. Products range from wind power, fuel cell, LED lighting, electrical vehicles, recycling, anti-pollution, green building materials, to water treatment and deep ocean water applications. The TIGIS show will combine with the Conference of the Electric Power Supply Industry (CEPSI) and PV Taiwan at the TWTC building. Companies participating in TIGIS will have access to all three shows for \$600 if they join the Idaho booth.

Eddie Yen, Director of the Idaho-Asia Trade Office, will attend the show and provide interpretation assistance and help facilitate meetings between Idaho companies and potential Asian distributors and business partners.

For more information, please contact Jennifer Verdon at jennifer.verdon@trade.idaho.gov or (208) 334-2650 ext. 2117. Please find more details [here](#).

US China Build Mission & Seminar Series

October 25-29, 2010

Tianjin, Xiamen, and Shenzhen, China

The Evergreen Building Products Association (EBPA), the Department of Commerce, and the Foreign Agricultural Service are organizing their 14th sales mission and seminar series for US building materials suppliers, architects and designers. The theme of the half-day seminars is: energy efficiency, green building materials, and earthquake resistant construction in commercial and residential projects. Companies are featured in presentations about product applications, cost and performance benefits, and case studies. Designers and technical experts will be on hand to discuss products and design approaches that improve construction efficiency, building performance, and resource efficiency.

The director of the Idaho-Asia Trade Office will attend the show and provide interpretation assistance and help facilitate meetings between Idaho companies and potential Chinese distributors and business partners.

To register, please contact Jennifer Verdon at jennifer.verdon@trade.idaho.gov or (208) 334-2650 ext. 2117 or visit their [website](#). Registration deadline is August 28th, 2010.

Taipei International Building, Construction, & Decoration Exhibition

December 16-19, 2010

Taipei, Taiwan

Focusing on the theme of "Smart Green Architecture and Ecological Environment," the 22nd Taipei International Building, Construction, & Decoration Exhibition will exhibit more than 1,600 booths. The exhibition ground will be divided into specialized exhibiting areas, including Lighting & Lamps, Kitchenware and Equipment, Decoration Materials, Stone Materials, Electric & Mechanic Equipment, and Furniture & Furnishings. Explore developments in construction and building material industries.

The director of the Idaho-Asia Trade Office will attend the show and provide interpretation assistance and help facilitate meetings between Idaho companies and potential Chinese and Taiwanese distributors and business partners.

For more information please [click here](#). Deadline to register is November 30, 2010. Please contact Jennifer Verdon at jennifer.verdon@trade.idaho.gov or (208) 334-2650 ext. 2117 with any questions.

Idaho Department of Commerce Recent Events

Governor's China Trade Mission 2010

June 4-12, 2010

Governor C.L. "Butch" Otter led a trade mission to China, June 4-12. The Idaho Department of Commerce, the Idaho State Department of Agriculture, and trade office managers from Taiwan and China provided customized itineraries, on-the-ground assistance and protocol support to Idaho firms looking to expand sales and build international business relationships. The mission included stops in Shanghai, Guangzhou and Beijing.

Representatives from 18 Idaho companies and organizations participated in the mission, and were able to meet with potential customers, distributors and investors, as well as key Chinese government officials. In Shanghai and Beijing, the state of Idaho hosted receptions for Chinese business people and government officials. These receptions were well-attended, with over 200 participants in each city. Valued Partner Awards were given by Governor Otter and Idaho companies to recognize key partners in China.

China was selected as a trade mission destination based on feedback from Idaho companies, and the growth and importance of the Chinese market to Idaho exporters. China is Idaho's third largest export destination, following Canada and Taiwan.

Other Business Events

Export Excellence

September 23, October 21, and November 18, 2010

The Water Cooler, Boise, Idaho

Export Excellence is an action-oriented program meeting once per month over a three month period. It is led by Idaho's top exporter professionals who will show you how exports can dramatically drive growth, and help you to identify and capitalize on prime export opportunities. You also will learn to identify and address roadblocks that prevent export expansion and develop a personalized action plan to make exports a successful part of your business model.

For more information contact Bill Mullane at williammullane@boisestate.edu or 208-863-4259, or register [online](#).

The Green Expo

September 28-30, 2010

Mexico City, Mexico

Last year's Green Expo presented in 4,000m² of exhibition space in which 150 companies representing over 300 brands from countries such as USA, Germany, Canada, Israel, United Kingdom, France, Spain, Austria, Italy and Mexico, and attracted more than 6,000 professional visitors. The Global Resources Environment & Energy Network Expo is divided into five exhibitions-Enviro-Pro Mexico, PowerMex Clean Energy & Efficiency, WaterMex, Green City, and WindExpo 2010.

[Click here](#) to register for a booth.

News and Items of Interest

Mountain West Cities Should Step up Exports to Drive Economic Recovery

A recent article in New West Boise cited a new Brookings Mountain West Institute study which states that exports should be a focus for mountain west cities. "Export-related jobs pay relatively well," the report states. "And for metropolitan area industry clusters and firms, international engagement and competition brings its own benefits of heightened innovation and productivity growth." Boise, Phoenix, and Albuquerque are specifically mentioned in the study. Read the full text of the article here: [Importance of Exports to Mountain States](#)

"We Create Jobs, Strengthen Communities and Market Idaho."

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